

TO: Marketing Information & Analysis

DATE: April 24, 1992

FROM: Barbara S.G. Weinstein

SUBJECT: MSA Monthly Topline Report - March, 1992

Attached is the MSA Topline Report for March, 1992. It provides market share and volume data similar to the Nielsen Topline Flash report.

This data is available approximately the eighth working day following the close of each month at the total U.S. level only, and three weeks prior to the complete database (with geographic detail).

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PHILIP MORRIS USA

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Future monthly updates of this report will be made available to you through MS-mail.

Sullivan

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